

THE

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



PUT "TALKING NEWSPAPER" ON AIR

Missouri students are shown editing and composing "radio-ear" editions from the journalism school's tonalite laboratory. Four work on copy and layout while a fifth tends the facsimile transmitter in the background. See Page 8.

25 Cents

March, 1949

On the Record

IF Sigma Delta Chi appeared to be acting hastily at Milwaukee last Fall when it sought to formulate a code of ethics, it gave a wrong impression. The ethical pilgrimage actually began thirty years ago. And if one considers that it has had since its beginnings a ritual that set forth a general code of professional conduct, the date must be moved back to 1909.

It would come as no great surprise to us if the new committee on ethics recommends that the study be continued for another year or years. Hindsight shows that Sigma Delta Chi in its infancy found the task of reducing the best of ethical conduct of the day to simple words a difficult project. Now that the fraternity embraces mediums of communications, unknown when it was founded, the complexities of writing a code have increased correspondingly.

In the earlier days of the society, members were guided by the ritual and various teachings which appeared repeatedly in *THE QUILL*. One of its early teachers was Governor Chase Osborn of Michigan, national honorary president, and one of his more pointed statements included these remarks:

"The time must come when newspaper writers cannot be hired to write those things that are contrary to their conscientious belief any more than the doctor could be hired to do that which he did not believe to be for the best interests of his patient.

"The newspaper writer who would take money from wealthy publishers, or otherwise, to write their attitude of mind or to follow their vein of desire, without reference to his own individuality, is nothing more than a Hessian. The mission of Sigma Delta Chi must be the work of weeding the profession of journalism of its Hessians."

Such advice was supplemented by Lee A. White's editorials in *THE QUILL*. Upon one occasion he quoted the editor of the Northampton (England) *Mercury*, a paper with an unbroken publication for two centuries, who in 1736 wrote:

"We shall carefully avoid all Party-Turns or Disquisitions upon Public News; which are frequently to be met with in other Papers; or if any such shall at any time be inserted, we shall specify the Paper out of which our Intelligence is taken; and so therefore earnestly desire and entreat our readers for the future, not to impute to us what may perhaps be less agreeable to their taste, on either side; forasmuch as we are not the authors, but relators only of what we say; it being not our business to make or alter news, but to tell it simply and plainly as we receive it."

MEANWHILE the shrill pleas of the new born chapters, and the despairing groans of the experienced were demands for a creed. There were as many theories on journalistic ethics as there were men to propound them, but no serious group had been able to chain itself to the task long enough to obtain a working formula.

The fifth convention in 1919 was a starting point in the fraternity's search for the universal standard. It authorized the Executive Council to appoint a committee of journalists and teachers of journalism who were "to reduce to a code of ethics as many as possible of those high motives and lofty principles which actuate leading journalists in the practice of their profession." This code when completed and accepted by the executive committee was then to have been referred to the chapters for their adoption as an agreement binding on all members of Sigma Delta Chi.

A year passed and no code materialized. In the meantime the Creed of a Journalist, written by Walter Williams, Dean of the Missouri School of Journalism, was used for ceremonies where a code was required. It was understood, however, that the work on Sigma Delta Chi's code should continue.

At the 1921 convention the Professional Ethics Committee recommended the permanent appointment of the existing committee and that the appointments be effective until a final report could be made at the succeeding convention. It also suggested that the purpose of the committee be two-fold.

First it should correspond with such men as Walter Williams, Bristow Adams and Lee White and others, collecting information for the formation of a code. Second it should by means aside from the ritual and *THE QUILL*, undertake the education of the younger members of the fraternity in questions of ethics. The report was adopted in view of the gigantic nature of the study and the realization that the work of three days at convention could do no more than outline a method of attack.

The progress of this committee was explained by its chairman, F. W. Beckman, then head of the department of journalism at Iowa State College. He stated that the task of drafting a code of ethics was a huge one and that it was unable to make a report at the 1922 convention, but he did make some recommendations.

In part he said: "A committee on a code of ethics has for some years been one of the customary institutions of Sigma Delta Chi and about as regularly as it was appointed it came to conventions with requests that the work be continued for another year. That again is the case," he added.

"Your committee did not begin to function until three or four weeks before convention and it soon found out that the task ahead of it would require months instead of weeks to make anything like an adequate report."

BECKMAN'S report showed, however, that a start had been made. A division of labor had been arranged whereby one member of the standing committee was securing from alumni members their views on a code. Another member was collecting views from leading members of the profession outside the chapters and also from journalism teach-

ers. A considerable amount of material had been accumulated, but time hadn't permitted a study of the results.

The committee acknowledged at convention that "a code of ethics will be a growth of some years rather than the product of sudden declaration." The report which was unanimously accepted also recommended that the permanent committee study various codes and all other literature on the subject; that the committee collate this material and reduce it to a simple statement; and in doing so, prepare a bibliography of the literature bearing upon the subject of journalism ethics, directly or indirectly.

Before adjourning, the convention expelled two members for unethical conduct and passed the following resolution:

"Sigma Delta Chi declares itself as solidly opposed to the debasement of the press as an institution and of journalism as a profession, by any catering to morbid and depraved curiosity.

"Its members believe firmly that the good taste and intelligence of the public are often greatly underestimated, with resultant production of publications that neither honor journalism nor serve democracy. The press will render distinct service to the public if it will moderate its reports with respect to transgressions of moral laws. Sordid details and gross overemphasis of the importance of such news are too common to need citation, and merit unreserved condemnation."

WARD NEFF who became president in 1922 appointed Dean Walter Williams, the honorary president of the fraternity, as the third member of the committee on ethics. Prof. F. W. Beckman was renamed chairman and Past President Lee A. White was renamed a member.

At the 1923 convention the committee explained it was continuing its work and that it would make a report at a subsequent meeting of the fraternity. There is no record that the committee ever made the subsequent report. *THE QUILL* which had been a faithful reporter of convention actions up to this time leaves us in doubt. Regardless of what may have happened to the fraternity's ethical pilgrimage, we do know that the search ended and that the 1926 convention adopted in behalf of the fraternity the Canons of the American Society of Newspaper Editors. These Canons had been written in 1924 and 1925 as an editor's code by some 125 editors of newspapers in cities of more than 100,000 population, constituting the then newly organized society.

From then on, Sigma Delta Chi has provided members with the ASNE's code, the fraternity's ritual, and the expression of ideals through *THE QUILL* and in public utterance.

From within the profession, as well as from without, there is an effort at continued improvement in journalism. The fraternity itself is proof of improvement from within. So it was that the twenty-ninth convention several months ago voted to take another look at the sins of journalism, and to furnish members with a code of ethics, a standard of performance by which the modern journalist may determine his professional conduct.

Victor E. Bluedorn.

THE QUILL for March, 1949

THE QUILL

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Campus Editor as Professional

PART of my job as editor of *THE QUILL* for the last four years has been to write just under 150 biographical sketches of contributors to the magazine. Whatever their subject or present job and age, the authors of these articles have had a number of things in common. For one example it might surprise any survivors of the b'guess and b'God school of journalistic hiring to learn that a considerable number of these writers for their professional publication had been editors of their college newspapers.

The older writers for *THE QUILL*, with respectable professional careers to trace, were less likely to mention that long ago they also edited the *Siwash Citizen*. (I happened to know quite a few of them personally.) The young ones, quite properly, listed campus editorships along with their theaters of war and their battle stars. This moves me to speculate on the nature of the undergraduate newspaperman and his prospects and achievements in the world outside.

One thing can be said right off. A man who cares enough about his trade to write articles (often unsolicited) for a professional publication is very likely to have both ideas and ideals about it. Does it follow that the campus editor is likely to prove above average in professional journalism or is he merely more inclined to sound off than the man at the next typewriter? I suspect a great deal of the former and a little of the latter.

I DOUBT if many able newspaper editors really ever held the college applicant in the contempt of legend. I got my first newspaper job that way in 1920. The editor of one of my hometown newspapers hired me, sight unseen, mostly because he knew I had edited a college newspaper. Perhaps he was ahead of his time, in theory if not in practice as far as my particular talents were concerned. But practically all the men with whom I had worked on that campus paper got newspaper jobs too—and still have them.

Fifteen years later, I saw a time when one could fire a single shot, blindfolded, in a highly regarded Chicago newsroom and hardly miss an ex-editor of a campus paper, from the *Harvard Crimson* to the *Daily Nebraskan*. Editors of the *Illini* and the *Michigan Daily* came to us practically in procession. Some stayed to become foreign correspondents or departmental editors. Others turned to magazines or public relations. Nearly all of them became, even by Chicago's tough standards, good newspapermen.

If there ever was a school of thought that rejected the college editor as a prospective reporter, it was probably due to an impression that campus papers were badly

written and irresponsibly edited by young fire eaters who would be difficult to handle. Actually most campus publications were reasonably well done even three or four decades ago. They have become better, much better. Today's big campus dailies are frequently not only impressive in content and format but biggish business as well.

In two highly readable articles in recent issues of the *Editor & Publisher*, Dwight Bentel estimated that advertisers spend more than \$1,000,000 a year in forty-one college dailies alone. And at that, he felt that advertisers considerably underbuy a good medium. A survey showed that co-eds on one West Coast campus—it was in California of course—spend \$103,000 a year on sweaters alone!

BUT lineage is not the only problem connected with college journalism. Bentel found a real headache was the degree of control, if any, that should be exercised over undergraduate journalists. How is a faculty to teach democracy and practice censorship? Conceding that good college newspapers are a force for campus leadership and public good will, he also pointed out that some undergraduate editors can "make more errors of fact and judgment in a single four-page issue than a professional editor ever dreamed of after a midnight snack. . . ."

I agree. I know that as an undergraduate I wrote more than one blistering editorial strictly from personal prejudice. But I paid for my fun. I was allowed to graduate, after a final bout of senior editing, principally because it seemed easier to get rid of me by natural causes than to precipitate another campus uproar. And I was lucky. Two of my contemporaries in the editorial chair were rusticated (mine was a college with a fine classical nicety about such things).

My two pals were suspended from college in good causes, although they no longer seem important. My immediate successor had especially bad luck. He left ivied halls hurriedly not only because of what he had printed (which was plenty) but because of what he told the world he intended to print next. He is still printing things many editors dare not. He also owns one of the better weeklies and has been president of his state press association.

In short, we were sounders-off and so, I suspect, are many campus editors. Which may be another way of saying that we disliked many things we found around us and were inclined to do something about them in black and white. As undergraduates we may have been neither wise nor skilled in our editorial approach but we tried. I find a capacity for indignation and action in local affairs no very great handicap in a prospective newspaperman.

CARL R. KESLER.

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CARL R. KESLER

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Man Overboard: Publicity Lesson

Industry Told How It Failed To Win Nov. 2

By JAMES W. IRWIN

THE first shock of the election results on business men has worn off. It is time to look ahead.

Like a sudden plunge into cold water, the new "New Deal" comes as a shock only because it was so unexpected. The hardy will find it invigorating. Others will wait for a miracle to save them. No miracles are likely to happen and adjustment to the new environment is a necessity for survival.

I am reminded that in 1946 many of the men who devote their whole thinking to the public relations problems of business warned:

"The election of a Republican Congress is nothing more than a stay of execution for business. It is not a reprieve."

Despite this, reactionary policies were urged upon the new Congress. Had business interests and the legislators used those two years to identify themselves with the good ends sought by the public, Candidate Truman might not have had the ammunition he used, and conceivably the results would have been different.

In some quarters, observers will see the leftward swing as the failure of industry's public relations to turn public sentiment in industry's favor. That is apparently true, but it is not the failure of public relations as such.

I HAVE been impressed more and more with the thought that in spite of all the talk, industry generally just is not doing the public relations job it should. Trade association conventions have heard hundreds of speeches about it; the magazines of business are printing hundreds of articles. Yet even casual observation of this material shows the job of economic interpretation and education is being done by the few.

It's the same companies and industries over and over again that are talked about—the General Electrics, the U. S. Rubbers, the International Harvesters, the Bigelow-Sanforde, the Monsanto and du Ponts, the Fords and G.M.s. They carry the load for thousands of large, intermediate and small corporations which confine themselves to product promotion or observe from the sidelines.

The National Association of Manufacturers and the Chamber of Commerce of the United States, no matter how expert their efforts, cannot fight a battle for a manufacturer in his plant cities.

This is no plea for wider use of counsel or even for more jobs for public relations directors. Company "X" for years has been doing yeoman duty with neither. Both outside counsel and expert internal directors can facilitate the work of interpreting a company to the public. But without them any company still can do a creditable job of talking about itself.

If it is true that public relations begins in the policy making councils, as I be-



ADVISES BUSINESS TO START SWIMMING—James W. Irwin, ex-newspaperman and publicist for industry, believes the Democratic victory should teach management to make more practical use of the public relations tools it now has.

lieve it does, then the first step is for the board chairman, the president and other policy making people to recast their thinking. It becomes necessary for them to see the public point of view and then to question each policy decision in the light of public interest.

Once his philosophy is right, it is easy for any corporation officer to express himself to employees or the public. He has many opportunities, or he can make them.

It is even possible to tell straight factual stories without outside help—and to get them across. Few companies are devoid of a copywriter who can write acceptable institutional advertisements for local newspaper publication. Companies have even run highly successful open houses without professional help.

As budgets and convictions dictate, broader and deeper incursions into public consciousness can be made. Either a competent counsel or an internal director and staff—or both—will be helpful then.

The need for action was never greater because the bridge between business and the people was never greater than it is now. This is one of the fruits of the late campaign.

BUSINESS has two choices.

1. Business can draw into a shell, in which case it can expect to be almost completely regimented so far as initiative is concerned. If this is industry's course, it can expect to be taken over by the government eventually.

2. Business, as individual companies, can make greater efforts to get across to the public the simple economics about America's achievements and prospects. Unless this story is told convincingly, those who elect the next Congress in 1950 and the next administration in 1952 will again vote for security, the kind government provides.

If business is to identify itself with the public's interests and desires, it must first find out what they are.

Ralph Hendershot, financial editor of the New York World-Telegram and an astute observer of business practices, comments, "Few managers of our large corporations rub shoulders with the man in the street. Consequently, they are not very good judges of what he is thinking. Some means must be found to bridge the gap between the two before a satisfac-

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Holds Polls Still Valid For Business

(Concluded from Page 5)

tory public relations job can be accomplished."

I agree with him thoroughly except for the thought that a means of contact remains to be found.

If we are to depend on a new device, I fear none can be devised in time.

My own conviction is that management does not need new tools. Management does need to use the tools and techniques now at its command.

As far back as 1931 when my associates and I wanted to probe public and employee thinking toward our company, its management and its policies, we simply went into the street and talked to people. We talked to men on their jobs, in speakeasies, at public gatherings, and in their homes. In a very rough way, we were polling opinion. And we learned so much that we evolved what has become known as the Dayton Plan of Employee and Community Relations.

Such "ear to the ground" methods still have more value than regarding so seriously what the boys at the club say. However, today management has the advantage of tested polling procedures. It must recognize these as vital adjuncts to the public relations function—in the community, among supervisors, hourly employees and stockholders. Business is throwing away one of its best tools if, because of the election fiasco, it develops distrust for the polls and depends on the alternative, "By guess and by gosh" method of measurement.

Don't discard attitude polls because election predictions failed!

I HAVE followed the development of polling techniques and have used polls through almost two decades. It always has been my opinion that there should be complete differentiation made between business attitude polls and political polls.

Political polls attempt to forecast with in a split percentage results of actions based on earlier attitudes.

The business attitude poll makes no such precise forecast. It is useful because it helps determine the presence and nature of minorities. The percentages themselves mean little. Here is what I mean:

If a company decides to test its popularity among its employees and the attitude study shows an 80 per cent return in the company's favor, the election is won.

But that is unimportant.

The important factor is the 20 per cent minority. Even a finding that there exists a disgruntled five per cent should be sufficient danger to show management the course of action to take.

Smart management doesn't pat itself on the back for the 80 per cent majority; it does something positive about the adverse 20 per cent minority.

Opinion polls are being made a target of attack by those who favor regimentation of thought as well as activity. They should fear the polls, because polls reveal what people really think. Naturally, anyone wishing to control the masses will

INDUSTRIAL management, which had counted on voters swinging to the right, has been a man overboard since November 2, says James W. Irwin. The shock of cold water has had time to wear off, he adds, and it is time business started swimming ashore. By shore, he means tried methods of public relations—including polls—applied more realistically.

Jim Irwin has always believed effective public relations start at the top level. Since November 2, he is able to remind management that they are no mere luxury. Jim has been topflight publicist for a couple of decades. And like so many good publicists, he was a good newspaperman first.

Jim was managing editor of the Wisconsin State Journal at Madison when he was 21. Two years later, he was city editor of the Chicago Herald and Examiner in its riproaring days. Denver's Frederick G. Bonfils borrowed him from Hearst to be his personal aide in a battle with Scripps-Howard's Rocky Mountain News.

Jim's years in public and personnel relations have included direction in this field for six General Motors operating divisions and for the Monsanto Chemical Company. He later established his own consulting firm in New York, Chicago and Cleveland. He still heads it, with a string of major industrial clients.

His most recent expedition away from New York was to serve Henry Ford II as a special assistant and member of the Ford policy committee, after which he returned to his own firm.

A pioneer in the use of opinion research as a measurement of employee, community and public relations, Jim served as a wartime advisor in these fields to the Navy and the Air Force. A professional member of Sigma Delta Chi (Wisconsin '35), Jim has been a contributor to The Quill and other magazines.

fear anything that throws a light on the truth.

TWO figures of speech by men who have found opinion polls useful in their work illustrate the defense of polls which I have made.

Conger Reynolds of Chicago, who has done such an excellent job in every respect in his 20 years as director of the public relations policy of Standard Oil (Indiana), told the American Medical Association in St. Louis recently that opinion polling is much like using a fever thermometer.

Mr. Reynolds observed:

"If the fever thermometer shows a temperature of 103 and the patient actually has a temperature of only 102, he is still a very sick man."

Robert S. Pearce of Schenectady, the brilliant vice president in charge of public relations for General Electric, put it this way:

"If you're going into a dark room, it is better to have a lighted match than no light at all."

Opinion research does throw considerable light on the subject.

I HAVE heard some public relations people say that the election results were good for public relations because they "scared" management. Others have noted that the reimposition of an excess profits tax or higher corporation taxes would make companies more willing to spend money on public relations.

Both thoughts should be abhorrent to public relations people. If management continues to look upon public relations as a luxury, if the future of public relations depends on the noose being tightened around the neck of industry, then I'm afraid the future for both our economy and public relations is bleak.

I suppose some corporation presidents have entered into public relations programs through fear. I'm sure that those who have stuck with them and done acceptable jobs have started out from conclusions, arrived at through reason, that communicating its ideas and facts about itself are necessary functions of business. I suspect that the function has always existed, but it is only in our time that the need for development of it to the stature of other basic functions has been recognized at all.

Just before the election I heard many persons in the simpler walks of life comment that 1929 and the depression years were still strong in their memory. Business men with relative abundance do not put themselves in the position of those with more meager incomes. Persons with small incomes covering only the barest necessities and those who are not property owners have relatively little to lose, and even those who do stand to lose materially nevertheless do not appreciate that fact. People still will sell their souls when they are hungry—as they were in 1932 or when they see the spectre of trouble as they apparently did in 1948.

For years Dr. Claude Robinson of Princeton has been preaching to business men that they must sell ends, not means. His Public Opinion Index for Industry is one of the greatest influences for good upon industrial management ever developed.

It is rather astounding that industry insists on selling intangibles in economics for the common man when it has so much concrete to say and offer.

The campaign and election results should finally convince management that it has a job to do to adjust itself to a security-conscious public.

Truly, management is overboard. It's time to start swimming toward shore.

Stylebook for Radio Writers

How to Make News Copy Easier for Announcer

By JOHN R. FAHEY

RADIO journalism has whipped up a stubborn intramural argument over whether the man who prepares the news should read it on the air. Some news directors hire only men with both reporter and air experience. Others hire professional writers and professional announcers distinct from one another.

The journalism schools, caught trying to scale both sides of the fence, attempt to graduate students primarily trained as editors but experienced in air work through dry runs before the microphone.

The fact is, however, the majority of radio station newsrooms today are staffed by men who never get on the air.

So without discussing whether announcer-editor combinations are desirable, it is evident that most editors are required to prepare copy someone else can read easily. That's why radio newsrooms need copy stylebooks.

Radio uses style guides for two of the three reasons a newspaper ordinarily standardizes copy: to eliminate a source of possible error likely when style is free for all, and to instill confidence in a reader through familiarity with his new source's manner of expression.

A newspaper's third reason for uniform copy—to eliminate space-wasting forms—doesn't have a counterpart in clock-bound radio.

Radio, too, can put the customer on familiar terms with its manner of expression by adopting standard forms. This familiarity should aid the listener's comprehension of what he hears.

But perhaps the most important function of style in radio news is to provide the announcer copy that can have just one meaning. With confidence in his copy, the newscaster can concentrate on understandable delivery, rather than puzzling

along with uncertainty lingering in his voice.

A RADIO stylebook omits many things an ordinary newspaper stylebook lists. Let's examine a brief typical stylebook for a radio newsroom:

Copy should be typewritten or stapled on matte paper of standard size. Typewritten copy should be double or triple spaced, preferably the latter.

Use accepted English punctuation for your scripts, rather than dreaming up your special system. Don't use dots . . . to separate phrases . . . in your sentences . . . with the notion . . . you're writing copy . . . that flows.

All you're really doing is phrasing for the announcer. He bases phrasing on interpretation and breath control; you can give him hints on interpretation, but you can't breathe for him. Well-written copy means just one thing. It doesn't need unusual punctuation to put across its story.

Punctuation's role is to make reading easier; use it for that single purpose.

If you occasionally combine your copy with wire copy in a newscast, you must use standard punctuation for unity. The announcer will be forever switching from one system to another, if you impose your unique punctuation on him.

But some punctuation signs may be used in supplementary ways to help the announcer in reading.

The hyphen may divide prefixes from root words, or separate parts of a compound word. For instance, book-keeper, with-hold, co-operate, re-enter and re-enforce. The hyphen is especially handy when the same vowel occurs twice as it does in cooperate, reenter and re-enforce.

The hyphen can connect words in a



John R. Fahey

phrase used as a single word, usually as an adjective. Consider, 14-year-old, up-to-the minute and last ditch.

Parentheses must be used sparingly. But they frequently assist the announcer when used to set off phrases in apposition—usually the title or occupation of a person in the news. For example: Ed Smith (of the Elks Lodge) said that . . . Tom Jones (active in Boy Scouting) won first prize. Parentheses enclosing phrases in apposition frequently are more effective in radio than commas.

CAPITAL letters signal the beginning of sentences, proper names and titles. These words should be capitalized: proper nouns, titles preceding names, company names as they appear on a letterhead, sections of the country, and of course, the first word in a direct quotation or the first word in a sentence.

Short forms of words that look alike in print sometimes reduce the announcer's mistakes. Use thru, tho, ruff and tuff. Normally you don't abbreviate words in a radio script. Does "Mgr." mean "manager" or "manager" to your announcer? Don't make him guess out loud.

Some abbreviations, however, are so universal they can't be missed, so use Mr., Dr., and Mrs., but rule out other abbreviations of titles.

Some organizations and agencies are better known by their abbreviations than their full names: OPA, FBI and so on. Either the name or abbreviation is acceptable, but it's usually best to write the abbreviation only after using the full name earlier in the newscast (not necessarily in the same item).

The ordinary male citizen need not be addressed as "Mr.," but merely by full name (Christian name, middle initial and surname) the first time he is mentioned, and by last name or nickname after that. Women should always be called "Mrs.," "Miss," or another appropriate title such as "Professor" or "Dr."

The rule of thumb is: Use the normal form of spoken address in radio news stories. The newspaper may print, "1st Lt. John P. Jones, Sig. C." To you, he is "Lieutenant John P. Jones of the Signal Corps." Don't say, "The Most Reverend

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DON'T dream up special punctuation in an effort to make your radio news copy flow more smoothly for the announcer. John R. Fahey advises in this "style book" for newscast writers. You can give your announcer hints on phrasing but you can't breathe for him.

The article—it is his second for *The Quill* within a year—is typical of the many practical manuscripts coming to the magazine from young radio newsmen who appear to be thinking more about their trade than their cousins in newspaper city rooms. Last July John, who is a news editor for KNEW of Spokane, wrote on the use of the wire-recorded cut-in.

A former Signal Corps officer who wound up his military career as executive officer in a prisoner of war camp, John worked for NBC before and after his Army service. A graduate of Gonzaga University who took graduate work—and joined Sigma Delta Chi—at Northwestern, he returned to the West Coast after radio, press association work and news photography in Chicago and Washington, D. C.



AUTHOR — Renaissance painters liked to portray a man with his coat of arms or emblem of his trade. David Z. Shefrin appears, appropriately, in front of two sheets of facsimile printing.

"GOOD afternoon," the radio says. Patrons quit counting their money. Tellers in the Columbia Savings Bank start momentarily, then remember that "It's 2 o'clock, time for the business financial edition of Missouri FAX, your talking newspaper!"

"Stocks in upward trend following the President's noon message. Weather Bureau warns of a new storm approaching the Midwest within two hours. This is the hour's deadline news. Follow the pictures and maps while you listen to the commentary. Read the details in your radio newspaper appearing before you now."

Here is how the Missouri FAX audience can both read and hear its radio newspaper in Columbia, Missouri, a city of 34,000 townspeople and students where the possibilities of a new kind of newspaper are receiving rigorous investigation at the hands of University of Missouri School of Journalism students and faculty.

Audio-fax programming is the latest phase of operations in the facsimile broadcasting laboratory installed at the University of Missouri by the St. Louis *Star-Times* and radio station KXOK. The equipment is on loan to the school of journalism.

AUDIO FAX, as we call it, is the process of synchronizing sound broadcasting with the words and pictures of a facsimile page. It is made possible by a new technical development called multiplexing, which permits simultaneous broadcasting of sound and facsimile over a single radio channel.

A multiplex system developed by Radio Inventions Inc., allows facsimile and sound broadcasting over a single FM channel at the same time without any mutual interference and with no degradation of the full 15,000-cycle audio range. This system was first demonstrated to the press and to the Federal Communications Commission last September by WFIL, Philadelphia. The Miami *Herald* (WQAM) and

"Talking Newspaper"

Missouri Experiments With Audio-Facsimile

By DAVID Z. SHEFRIN

the New York Rural Radio Network also have reported successful multiplex operations.

Five combination radio-facsimile receivers on the campus and in the city's business district are the outlets for Columbia's daily radio newspaper, carried by wire from the transmitter at the school of journalism. There twenty graduate students, working at regular intervals, write, edit and compose an experimental issue of a facsimile newspaper. In three editions five days each week. Four-page editions are transmitted at noon and at 12:15 p. m., and two pages of financial and weather news are sent at 2 p. m.

Since October 22 last, Missouri FAX has been the source of all kinds of ideas in editing and in new methods of newspaper production applied and combined with the procedures of radio broadcasting. FAX is broadcast rather than published, but because there is no FM radio station here, it is sent by wire.

WHAT can facsimile broadcasting do for the public? That is the problem. It is not the intention of the school of journalism to teach facsimile newspaper broadcasting, but rather to investigate the new medium and to develop its potentialities. For this purpose personnel for the fax lab is drawn only from the school's more than 100 graduate students.

The job now is to determine what new and different kinds of editorial and two-

graphical presentations can be applied to facsimile newspapering, and which of the standard newspaper practices, if any, can be used to make this new medium called radio newspaper informative, attractive, readable and entertaining.

Dr. Earl F. English, associate dean of the School of Journalism who won the 1944 Sigma Delta Chi award for research in journalism, is in charge of the facsimile project. He is conducting a study in the readability of type faces for facsimile broadcasting. At present the study is concerned with several IBM typewriter faces. Eventually many kinds of printer's type and typewriter faces will be dealt with.

In producing Missouri FAX regularly there is the opportunity to get information about the possibilities of facsimile, how it can be used. At a later date the public impact of the radio newspaper, somewhat standardized by then, may be gauged successfully. Now FAX is new to us and quite experimental. For example, "Nothing twice please, nothing repeated in the way of news," is the beginning instruction to staffers.

STARTING from scratch, that is to say, not modeled strictly after either the newspaper or the radio news broadcast, Missouri procedure includes the use of this equipment:

A dual scanner Faximile* transmitter

* Trademark of Radio Inventions, Inc., 155 Perry St., New York City 14, N. Y.

FACSIMILE broadcast of a newspaper is only relatively new. Within the last three years, The Quill has published four articles on "fax" production, principally by major newspapers in Chicago, Miami and Philadelphia. Television has tended to eclipse facsimile in the last year but at the University of Missouri's famed school of journalism a group of graduate students is putting out three editions a day of facsimile with a difference.

The Missouri experiment is basically research. For one thing it is combining sound with facsimile to produce a "talking newspaper." For another, it is more concerned with developing the medium than with gaining readers. It is research in typography, makeup and vocal accompaniment—a test of the application of standard journalistic practices to this field of communications. FAX actually goes by wire because Columbia does not have an FM station.

The author of this article, David Shefrin, is in charge of the Missouri facsimile laboratory that has five outlets in the city and on the campus. Present production of Missouri Fax represents two years work by Dave who was graduated from the school in 1947. Now an assistant instructor, he is also working for his A.M. at Missouri.

A New Yorker, he has worked in the traffic department of the Associated Press in his native city, reported for the Columbia (Mo.) Tribune and been an announcer and news editor of Station KFRU at Columbia. A '45 initiate of Sigma Delta Chi, he was a delegate to the Washington convention of the fraternity.



FAX ELECTION RETURNS—A crowd of University of Missouri students got 70 pages of returns the night of November 2 in Read Hall on the campus. Dr. Earl English, associate dean of the school of journalism and typographical expert, stands with his hand on the receiver.

console, full name for the (Hogan facsimile system) unit that allows consecutive sending of 8.2 by 11½ inch pages in three and a half minutes, is the principal machinery. Around it, in a room 17 by 23 feet, are grouped a United Press teletype printer bringing day-long news of the world; an IBM electromatic proportional spacing machine with an Edison automatic justifier, both on loan by the companies; an artist's lighted makeup table, and a copy desk with several typewriters.

Adjoining the fax lab is the school's typography laboratory. There headlines are set by hand for FAX and proofed on a hand press.

Current prices on some of this equipment may be of interest. The dual-scanner transmitter which would allow consecutive sending of fax pages by an FM radio operator is listed at \$14,875 by Radio Inventions, Inc. A radio console receiver-recorder (AM, FM, shortwave and fax) is sold by General Electric for \$940 while a Bunnell table model fax recorder sells for \$695.

It is expected that the receiver prices will be revised downward according to a production schedule now being undertaken. Within seven or eight months a display model recorder should be available for about \$450. That price will drop to about \$250 shortly thereafter, it is re-

ported, and a redesigned recorder with FM radio probably will follow in the \$100-\$200 price range.

An FM broadcaster who wants to begin experimental facsimile work now could purchase a single-scanner unit for \$3,570.

The IBM typewriter which we use to set copy sells for about \$550. An Edison justifier attachment retails for about \$105. Type, a proof press and printer's equipment such as are used by Missouri FAX would cost \$500-\$600. There are also other ways of producing headlines with pasteup type such as Fototype, Artype.

THE student editors on the cover of this issue are Dale Spencer (at transmitter in background), Supervisor David Shefrin (in slot at lower left) and around the rim, clockwise, Bob Friedman, Jack Ansell (at IBM machine used to type fax pages) and Charles Larkins (standing over a layout.) The pictures were taken by Francis Reiss.

EIGHT hours each weekday student editors process wire news, local material gathered by the *Columbia Missourian*, the school's daily newspaper, and features written for FAX by journalism students. Along with the photographs of FAX photographer Francis Reiss, Sigma Delta Chi member formerly with *Life* magazine, and the special assignment work of Prof. Clif Edom's photography department, material is edited especially with a view to the unique demands of the facsimile paper.

A close check on newspapers and radio stations in Kansas City, St. Louis and here is the key to a FAX policy of trying not to repeat any news seen or heard previously. This is the first obvious requirement for an extra timely printed medium that has the potential of split-second reader attention. In full use, the facsimile newspaper will appear probably at closely spaced, regular intervals of perhaps one hour, thereby necessitating a continuously fresh offering of news to build reader interest.

At present our schedule is not geared to the production of many editions. Instead the aim is to do the best job possible with output limited by frequent personnel change and the concentration on special investigation and training in facsimile technics.

(Turn to Next Page)



Above is part of Mr. Truman's State of the Union message which he delivered before Congress at noon. The President made many recommendations which some persons label a bid to make his own "Fair Deal."

M.U. FAX

Columbia's Newspaper of the Air
V.2 No.2 Jan. 3, 1949

WEATHER

Fair. Continued cold to night, low temperature 18. Tomorrow slightly warmer. Noon temperature 25.

Truman Asks 4 Billions Tax Hike

WASHINGTON (UP)—President Truman last night asked the new 80th Congress to increase taxes by four billion dollars and to authorize limited price and wage controls.

In his second State of the Union message, he also proposed government loans for plant expansion to small industries and urged others to build the ship, Mr. Truman said the government should.

The proposed new taxes would be levied on corporations but the President did not say whether by an excise tax on profits or other way. He suggested raising tax rates to the upper and middle income brackets.

The President also recommended to Congress:

1. Universal Military Training
2. Full reparation of postwar trade agreements.
3. An open door to disaster of persons.
4. Full execution of his civil rights program.
5. Healthy authority to impose price ceilings, to limit wage hikes, and to extend rent control.
6. Continuation of consumer credit control, extending his power to control bank credit, and to regulate consumer speculation.
7. Support of the Taft-Hartley act.
8. Repeal of the Wagner Act with amendments.
9. Raising the minimum wage to 75 cents.
10. Using farm price supports to prevent farm price declines out of line with general price levels, to re-allocate the Community Credit Corporation to provide storage space for crops.
11. One million low-cost public housing units in the next three years.

12. Expansion of social security; institution of a pay-as-you-go insurance system.
13. Grant federal aid for education.

WASHINGTON (UP)—President Truman surprised Congress with a "bold" compromise with southern Democrats today when he asked the 81st Congress to meet his entire civil rights program.

Chinese Reds Refuse Peace

HANKOW (UP)—The Chinese Communist radio tonight flatly rejected Generalissimo Chiang Kai-shek's new peace offer and insisted that the Reds are approaching final victory.

Big Battle Raging in Negov

By United Press

The biggest battle of the Palestine war was reported today in the Heger desert area of southern Palestine today.

Egyptian reports said Israeli forces were trying to drive the Egyptians out of Palestine before the Security Council meets at Lake Success.

The Jews were said to be sending tanks, guns, planes, and men against Rafah, frontier town just across from Egypt, and the Egyptian-held stronghold of Gaza and Rafah. Rafah was the fighting may spread into Egypt.

RADIO NEWSPAPER PAGES—Here are a "front page" and a daily market page of Missouri FAX, the experimental newspaper "broadcast" with oral comment by graduate students of the nationally famous school of journalism.

Missouri FAX

[Concluded from Page 9]

The experience of the Missouri FAX staffers will be of interest to the potential facsimile broadcaster who must face the problem of training personnel in new methods. We have found it possible to break in journalism students of rather limited experience in two to four weeks, depending upon the particular job one is to do. All of our editors are required to handle every job in getting the newspaper "on the air." But they specialize in working on the same pages each day. The basic set up is this:

The lab supervisor, acting as editor, holds down the copy desk slot, and with a student editor expedites copy and headlines. Another student is at work setting body type on the IBM machine (justifying it) while heads are being hand set and proofed. Copy and heads then go to the makeup table where, with illustrations, they are pasted to a backing sheet according to the page dummy already designed by an editor.

Since there is only one automatic justifying typewriter available and because the personnel changes every two or three hours, it has been found best to place the responsibility for each page upon teams of two and three students who work with the supervisor in readying each page for the transmitting drum.

Feature pages are composed during afternoon hours while news and sports are handled each morning. A special page of market and financial news is put together from late reports between noon and 2 p. m.

AT Missouri we are concentrating on the synchronization of sound programming with facsimile pages. Radio newsmen, accompanied by a photographer, regularly cover spot news and feature stories, putting a description or interview on a tape recorder while pictures are taken. At the laboratory, the pictures are worked into a fax page with copy and headlines. The tape recording is edited to accompany the fax page.

Within an hour following the news event, the recording may be played at one of the receivers while the Missouri FAX pages appear. As soon as an addition to our wire installation is completed, both recordings and direct voice broadcasts will be transmitted along with fax pages to all radio-facsimile receivers from a broadcasting studio now under construction next to the facsimile laboratory.

A typical audio-fax feature includes Meteorologist H. C. McComb's interpretations of the weather. As the Missouri FAX weather map appears on the facsimile receiver, an announcer delivers a voice commercial, then interviews McComb who explains the twists and turns of the weather as indicated on his map.

Fax feature presentation is especially challenging since there is no limit to what

can be done with a bit of imagination in makeup. A simple pasteup job is all that is needed to handle the most intricate of picture montages, overlays and the like. Paul Fisher, director of the school's linotype curriculum, is doing special work in this sort of design. In many respects the contents of fax feature pages lean toward the style of magazines—many pictures and illustrative devices with a lot of display.

Facsimile as an advertising medium gives every indication of being a great attention-getter with the double impact of sight and sound, like television. Fax, of course, differs from video in that it produces a permanent page record. Experiments in audio-fax are being carried out in three distinct fields, advertising, spot news and feature presentations. Using a tape recorder or a microphone it is possible to dub in a store window description, an interview or a spot announcement at the same time the printed advertisement appears on the facsimile receiver.

Paul Shinkman (Michigan '20), Central Press Association correspondent and news commentator for Station WBCC, Washington, D. C., recently completed a three months assignment that included England, France, Holland, Germany, Austria and Czechoslovakia. In addition to broadcasting to North America from London and The Hague, he wrote a series of articles for the Central Press which included one aboard an "air life" Army C-54 carrying coal into Berlin.

Missouri FAX

Business Page

Thursday, January 13, 1949

Markets at a Glance

STOCKS lower in quiet trading.
BONDS irregularly higher; U.S. Government did not trade.
CARB STOCKS irregularly lower.
CHICAGO STOCKS irregular.
COTTON FUTURES irregular.
GRAIN: Wheat, corn, oats, rye and soybeans futures lower.
BETTER firm; 92 more, 64.
POULTRY steady.
EGGS weak; extras 70 to 80 per cent A, 45-48.

Stock Market Turns Soft; Sales Least Since October 11

NEW YORK (UP)—The stock market turned soft after noon today when trading dried up in a trickle. Sales to noon were the least for any similar period since last October 11.

Sales for dropped 12 points to the railroad group and Thompson Street & Tube had a similar decline in the stocks.

Most other issues, however, were fractional. American Airlines, De Paul, International Harvester, Montgomery Ward, Southern Pacific, Westinghouse Electric, Texas Co., Sears, Raynolds Tobacco Co., U.S. Steel, Chrysler and General Motors all declined.

American Oil, Allied Chemical, Douglas Aircraft, Union Pacific, Halliburton and Johns-Manville were firm in opposition to the trend.

Grain Futures Open Lower

CHICAGO (UP)—Grain futures opened lower today with most price changes held in quiet trading. Opening prices for May futures were: WHEAT 227-227 1/4, unchanged; CORN 147 1/2, down 1/4; OATS 20 1/2, unchanged; RYE 150 3/4, unchanged to 1/4; SOYBEANS 249 249 1/4, down 1/4; LARD 15 35, down 1/2.

Bonds Irregularly Higher; Curb Stocks Fluctuate

NEW YORK (UP)—National bonds ruled firm on an otherwise irregularly higher domestic corporate bond list today. Trading was quiet.

In the currency, where trading was unusually quiet, fractional advances were noted for War Bonds Pacific 6 1/2 of 1947 and Southern Pacific 4 1/2 of 1949.

New York Power & Light 2 7/8 of 1957 which more than a point in utilities, while Consolidated Edison 3 1/2 of 1963 and Philadelphia Electric 3 1/2 of 1967 lost fractionally.

Hogs Make Gains; Cattle Steady to Slightly Lower

ST. LOUIS (UP)—Hogs were fairly active and 25 to 30 cents higher than Wednesday. The bulk of good and choice 180 to 220 lbs. brought 31.50-32 with a top of 32.25.

Good 2000 culls and 800 culls were offered for sale. Supplies included about 10 hogs of choice and around 10 per cent culls. Other class offerings were in relatively light numbers. The opening trade was slow on choice, hogs and culls with little done. Big packers had generally severely lower. Butts and culls were steady. Steadiness in good hogs brought 21.50-22.75 with good and choice vendors ranging from 19-20. The run of sheep included about 400 head of clipped lambs and approximately 1100 unweaned ewes. There were no early bids or sales.

NEW YORK (UP)—Curb stocks moved over a narrow, irregularly higher range in quiet trading today.

In the oil section, fractional advances were noted for Standard Oil of Kentucky, Standard Oil and Imperial Oil while most issues were recorded for Union Pacific and Health Co. Petroleum rapid unchanged.

Securities listed for sale in the section with Standard Oil of New Jersey, Phillips 66, and Union Pacific.

CHICAGO (UP)—Hogs were steady to 25 cents higher on all weights of butchers with trade slow on hogs but active and 25 cents higher on culls. The top was 31.75. Most good and choice 180-220 lbs. brought 21.50 to 21.75.

Cattle were generally slow with slaughter steers steady to 50 cents lower and vendors steady. Most good and choice steers brought 22.00-21.00. Vendors brought 18.00 down. The bulk of medium to low choice heifers brought 21.50-18.50.

Slaughter hogs were steady to strong. Five loads of choice medium fed hogs brought a top of 20.00. The bulk of good and choice brought 18.50 to 20.00 with medium and medium to 20-22.50. Choice cullings brought 18.25.

Vet with Pen

Paratrooper Now Teaches Cartooning

By DON RICHARDSON

ONE member of Sigma Delta Chi looks like a liberal arts freshman. But Dick Spencer is really a former bronc rider and paratrooper as well as an instructor in the University of Iowa school of journalism.

In addition, he was chosen to start a new course in editorial cartooning last month. His appointment and the new course were announced by Prof. Leslie G. Moeller, director of the school of journalism.

Texas born, Spencer is managing editor of the University Information Service and has also taught a course in magazine production. He compiled the textbook for the new course through correspondence and personal interviews with about 25 of the nation's leading editorial cartoonists.

The course is designed to teach students to analyze news events, take an editorial stand and turn in an editorial cartoon each week. The cartoons will be submitted to the editor of the *Daily Iowan*, Iowa City's morning newspaper, for possible publication.

Part of Spencer's course will emphasize the use of analogies by fitting events of the day into the well known situations of fairy tales, nursery rhymes, proverbs, song titles, quotations and other well-used expressions.

Practical experience prepared Spencer for an instructor's role. A former member of the promotion department of *Look* magazine, the 28-year-old instructor has contributed cartoons to many publications. In addition to university publications, the magazines include *Blue Book*, *Boy's Life*, *Sports Afield*, *The Aircraft Dealer* and countless house organs and trade magazines.

However, he prefers most to cartoon for the western magazines, such as *The Cattleman*, *The Quarter Horse Journal* and *The Western Horseman*. The *Cattleman*, a large southwestern magazine, once featured twelve of Spencer's cartoons in the same issue. The editors of the magazine rarely reject one of his cartoons.

A book of Spencer's cartoons reprinted from the *Cattleman's* publication has been released recently. The title is "Cow Tails and Cattle Trails."

HIS father, a former art editor of *Collier's* magazine, gave him a free rein the age of 11. Since then he has hung because "my father tried everything himself, except parachute jumping."

During the war, Spencer was the Bill Mauldin of the 517th Parachute Combat team in Europe. His series of panel cartoons in *Stars and Stripes* kept the men in the foxholes chuckling.

He made 22 jumps as a member of the combat team and garnered five battle stars in the invasion of Italy, France, Belgium and Germany. He was wounded



RIP CORD INTO PEN—Dick Spencer, who made twenty-two jumps as a member of the 517th Parachute Combat Team in Europe, now teaches cartooning at the University of Iowa.

three times and became a captain after he was relieved from active duty.

He also designed the group's insignia. On the side of the boat that brought the outfit home, hung an 80 foot banner bearing Spencer's insignia—a parachuting buzzard.

One of the cartoon projects during the war in which Spencer takes most pride is the historical pamphlet he helped make for his outfit. The group got the paper through the black market and had French printers set it in type.

"They did lousy line cuts of my cartoons," he complains.

Even by wrinkling his brow, Spencer couldn't recall when he had his first cartoon published.

"Must've been 9 to 10 years ago," he decided.

HE remembered, however, that he rode his first bronco in a Texas rodeo at the age of 11. Since then he has hung on tossing horses and steers in more than 50 cowboy shows and has become a trick rope expert.

But after he broke his leg dismounting from a lurching Brahman bull in an exhibition near Des Moines, his wife has refused to let him ride bulls again.

She still kids the former paratrooper for breaking a leg by falling off a "cow." Since Spencer has laid aside his spurs and chaps for an instructor's routine, he will have to be content watching his students put cartoon characters through political paces.

DON RICHARDSON, who tells Dick Spencer's story, is another European combat veteran who has just finished his senior year in the University of Iowa school of journalism. While Spencer was hitting the silk, Don was winning the Silver Star with the 42d Infantry Division.

Until his mid-year graduation, Don was city editor of the *Daily Iowan*, student edited independent Iowa City newspaper. Like Spencer, he is a member of the Iowa chapter of Sigma Delta Chi.



Wear Your
Sigma Delta Chi
Pin

Standard Plain \$ 5.00
Crown set with Pearls 16.25

20% Federal Tax and any state tax in effect. Order from your Central Office.

Write for complete price list and FREE jewelry catalog.

L. G. BALFOUR COMPANY
Attleboro Massachusetts



Allan W. Ostar

Penn State SDX Edits Publication Of Student Group

ALLAN W. OSTAR (Penn State '48), is spending a year as public relations director of the National Student Association, non-sectarian and non-political intercollegiate organization which represents student governing groups at some 265 colleges and universities.

Organized on both a regional and a national basis, the association has a program for maintaining academic freedom and student rights, developing educational facilities and opportunities regardless of race or religion, promoting international understanding and preserving the integrity of the government and Constitution of the United States.

From national headquarters at Madison, Wis., the association issues a monthly newspaper, the *NSA News*, edited by Ostar. Allan, now on leave from graduate studies at Pennsylvania State College, was editor of the *Penn State Collegian* last year. He was also chairman of the board of publications, managing editor of the humor magazine and associate editor of the yearbook. He served with the 42d Division in the European theater during the war.

Jerome Darrow (Marquette '42) has joined the Detroit copy department of Young & Rubicam, advertising agency. Darrow spent more than three years in the Pacific theater of war where he worked on *Yank* magazine.

Don E. DeLone (Ohio State '41) has been named a vice president of the Ralph Yambert Organization, Hollywood advertising and public relations agency. At Ohio State he edited the *Lantern*, student daily, and was president of Sigma Delta Chi. He served during the war as a Navy public relations officer.

Two SDXs Named To New Positions In GM Publicity

KENNETH YOEUL (Oregon '23) has been named director of press and radio relations of the General Motors department of public relations and Anthony G. DeLorenzo (Wisconsin '36) will join his staff at Detroit headquarters of the big automotive firm.

Youel, who had been in charge of GM press and radio in New York, has moved to Detroit. DeLorenzo had previously been public relations representative at the Buick Motor Division, GM subsidiary, on assignment from the Kudner Agency.

The changes in staff were made, according to Paul Garret, General Motors vice-president in charge of public relations, to broaden the corporation's information services to newspapers, magazines, radio and television stations.

Youel joined General Motors in 1931 after editorial work on the *Portland Oregonian*, the *Brooklyn Eagle* and the *New York Evening Post*. Before entering public relations work in 1944, DeLorenzo served nine years with the *United Press* in Detroit, Chicago, Milwaukee and Madison, Wis. In Detroit he was automotive editor, bureau chief and Michigan manager for *UP*. Before his *UP* work he was a member of the staff of the *Racine (Wis.) Journal Times*.

Publicist Named To Poultry Board

GEORGE J. SCHULTE (Missouri '36) has been appointed assistant manager of the Poultry and Egg National Board. Formerly a member of the public relations staff of Needham, Louts and Brorby in Chicago, Schulte



George J. Schulte

served as a Navy public information officer during the war.



Anthony G. DeLorenzo

Father and Son Get Journalism Degrees

THE first father-and-son combination in the history of Montana State University were awarded bachelor's degrees in journalism at the winter convocation. They were Richard Crandell (Montana '25), picture editor of the *New York Herald Tribune*, and his son, Keith (Montana '48), journalism senior.

Since he left college shortly before finishing his last year in 1925, the senior Crandell had fulfilled requirements for his degree. Keith completed his undergraduate work at Montana last Fall.

As an undergraduate at Montana, Richard Crandell was editor of the *Kaimin*, campus newspaper. He has been associated with the graduate school of journalism at Columbia University and has judged many photographic contests.

John I. Mattill (Iowa '47) is assistant director of the news service of the Massachusetts Institute of Technology. A graduate of Carleton College, Mattill took a master's degree at the University of Iowa where he wrote on science for the university information service. He is secretary of the Engineering College Research Council.

Robert LaBlonde (Marquette '31), director of the news bureau of Foote, Cone & Belding International, New York, has been named vice-president in charge of public relations. He recently returned from a tour of the company's overseas offices and affiliates.

North Dakota weekly newspaper publisher wants young journalism graduate with a year or two of experience.

Will be given opportunity to take on all responsibilities just as fast as he can take them, with idea of eventually managing the entire enterprise. Write Box 1003, THE QUILL, 35 E. Wacker Drive, Chicago 1, Illinois.

Radio Stylebook

(Continued from Page 6)

Bishop Smith," but merely, "Bishop Smith." (You might use once in your story, "The Most Reverend Arthur Smith, Bishop of Middletown.")

Use the title and full name of a person the first time he's mentioned in a newscast, except in the cases of widely known persons whose title and last name is sufficient identification. (President Truman, General Eisenhower, Mayor Smith.)

SPELL out figures with more than three digits; that is, spell figures above 999. Write 10,002 as "10 thousand two"; 1,000,000 as "one million"; 1,800 as "18 hundred."

Spell figures from one through nine.

Don't use dollar signs, decimal points or other abbreviations like them. Write costs, weights, etc., in this manner: one dollar 80 cents; three point two (or three and two tenths); one half dollar; 50 cents; five feet, nine inches; 254 pounds.

In writing addresses, telephone numbers, license numbers and others like them, use a hyphen to break the figures into convenient groups for reading: Telephone Main 2 3 4 5 4; License Number 8 45 31; 91 23 West Audubon Road.

Ordinals may be spelled or written as figures up to 999th. Spell them after that.

When speaking of one street, add the word designating the type (Washington Boulevard, Audubon Road) but when speaking of two or more, omit the designation (Ninth and Washington).

Show age in years in figures following the name: John Smith, 48. Show months of age by using that or a similar phrase: Baby John Smith, 16 months old.

Shorten organization names to the conversational form. "Chamber" for Chamber of Commerce; "House" for House of Representatives.

Ordinarily, convert time to local time unless this will change the meaning of the story. Use morning, afternoon and night rather than a. m. and p. m. (The broadcast will be at 10 this morning; He will speak over this station at 6:30 this evening.)

Mission (Texas) Times Opens Model Plant

A NEW plant described by visitors as a "newspaperman's dream" has been opened by the Mission (Texas) Times. More than 2,000 visitors attended an open house given by Editor Joe T. Cook (Texas '32) and his staff.

The newspaper is now housed in an air-conditioned building of steel, brick and concrete, fitted with many new pieces of equipment. Functional designing permits a smooth flow of work through composing and press rooms to speed up commercial and newspaper production. Visitors saw a 48-page progress edition coming off a new Goss Cox-o-type press.

A feature of the foyer of the new building is a trophy case that displays thirty-nine state, regional and national awards won by the Times in the last 16 years.

Other new equipment included a No. 2 Kelly commercial press. Souvenirs from the presses included special two-color blotters printed during the open house.



Taxpaying Thoughts for March 15

• March 15th is the deadline for America's vast army of taxpayers. Every day, however, is taxpaying day for the American brewing industry, which pays nearly two million dollars daily in federal excises alone.

Since 1933, when the manufacture and sale of beer and ale was relegalized, federal taxes from these beverages have totaled an aggregate of \$6,800,000,000. This is an amount that would have had to be raised through additional levies on the public if the sale of beer and ale had not been relegalized by Congress 16 years ago.

No tax is collected by Uncle Sam with less effort or with greater economy than is the excise on beer and ale. Government meters,

set up in the brewery itself, record the amount owed for all of the beer intended for public consumption. Before the beer, either in case or by the keg, can leave the brewery, it must carry a stamp purchased previously by the brewer—an eight-dollar stamp for a full barrel of 31 gallons and proportionately lesser amounts for smaller units.

From the individual's point of view, it is one of Uncle Sam's most painless forms of tax collection. Uncle Sam can get his tax automatically, something which was completely lost during the more than 13 years of Prohibition, and, of course, the consumer now can get his favorite brand of beer or ale . . . America's beverage of moderation.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.



THE BOOK BEAT

By DICK FITZPATRICK

THE ever-growing literature of public relations shows that those in the field are really interested in professional status for their activity. Two new public relations handbooks illustrate this.

One of the most comprehensive books on public relations published to date is "Your Public Relations: The Standard Public Relations Handbook" (Funk & Wagnall Co., N. Y., \$7.50) edited by Glenn and Denny Griswold.

This 634 page book covers the field well. It opens with a discussion of the history and status of public relations by the Griswolds. In July 1944, they started a four page weekly newsletter called "Public Relations News." What they learned from being practitioners for many years and from editing PR News is combined to make an interesting statement about the field.

The editors define public relations as "the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance." This definition would be better with the omission of the phrase "the management function," since it is likely to lead to misunderstanding. The book is slanted to the business and industrial publicist.

The Griswolds report public relations is winning wide academic recognition. They note Boston University established a school of public relations in September, 1947. Earlier that year, Syracuse announced an MA in public relations. Other schools have conferred honorary doctorates on outstanding publicists. More than 75 of the top colleges and universities are today offering public relations courses.

"Academic recognition of public relations offers good assurance that the executives of the future will be well trained in the theory, principles and procedures of the new function."

The Griswolds say that while there are now two national public relations organizations, "in almost every metropolitan center there are local organizations of public relations and publicity workers who are gradually accepted common purposes and tending towards the adoption of professional standards."

Next come chapters on qualifications and the organization and operation of a public relations department. The latter is by Conger Reynolds (Iowa '12), public relations director of Standard Oil of Indiana. The part also includes chapters on use of the public relations counsel, the public relations department in an advertising agency and association public relations.

Chapters on the basic areas of public relations include discussions of employee, community, customer and stockholder relations. The chapter on community relations is by James W. Irwin (Wisconsin Professional '35), well known industrial consultant and author of articles for THE QUILL and other magazines. Opinion surveys in public relations are covered in a chapter by Dr. Claude Robinson, poll expert.

The part of the book dealing with communication channels and techniques in-

cludes chapters on publicity, press relations, how public relations serves the press (by the editor of the Cleveland Press), press conferences, company publications, feature articles, audio aids, radio and television, advertising, suggestion systems, open houses, reports and pamphlets, the training of executives and employees in public relations and other phases.

This book includes a five page bibliog-



W. Emerson Reck

raphy and a twelve-page index. Although its cost is high, it is an excellent reference work to have on public relations in any personal library.

MEMBERS of the American College Public Relations Association have written another good book—"College Publicity Manual" (Harper & Bros., N. Y., \$3.00). The 244 page book is edited by W. Emerson Reck (Nebraska Professional '38), former public relations director for Colgate University now vice president of Wittenberg College.

The book covers gathering and evaluating materials for publicity, newspaper publicity, magazines, college publications, direct mail, motion pictures, lectures, radio, displays and exhibits, pictures, special events, student recruitment, sports promotion, fund raising, alumni relations, operation of public office, cooperation with publicity office and ethics.

The chapter on ethics is one of the most interesting in the book. The author notes that since 1921, the association has had committees working on ethics and standards of practice and reporting to the annual convention. This resulted in the adoption of a creed in 1940. It is an excellent statement of the function and responsibility of the public relations man and yet it contains only about 180 words.

Each chapter is by a member of the association especially interested in that subtopic. Many of the authors are Sigma Delta Chis.

The "College Publicity Manual" is concise and to the point. While it is aimed at a specific objective, it contains good sound advice applicable anywhere.

Recommended References

EVERY newsman with a personal library likes to have some standard handy references when he writes at home. Four recent books fit into this group. Also they should be in every newspaper and school library.

The 1949 edition of the "Information Please Almanac" (Farrar, Straus & Co., N. Y., \$2.50) has a special feature as did the 1948 edition. This year's special section is how man lives under capitalism, socialism, and communism.

This section contains eleven articles on the problem, followed by twenty three pages of answers by governments to various questions. As a basis of further comparison, the editors included twenty pages of comparative statistics. The section is well worth reading for any newsman. The points of view and statistics gathered in one place are a very valuable asset.

As with any almanac the "Information Please Almanac 1949" affords one with the fascinating pastime of paging through it and learning amazing things. This year's 928 page volume is again excellent for its large type and easy-to-read method of presentation.

Harvard University History Professor William L. Langer is editor of an excellent book—"An Encyclopedia of World History" (Houghton Mifflin Co., Boston, \$7.50). This 1,270 page book is a 1948 revised edition of an earlier edition. It runs through July 31, 1948.

The book includes discussions of the very earliest civilizations and then becomes a chronological history area by area. "An Encyclopedia of World History" is indispensable for even the smallest library. It is complete, well presented and written by authorities.

A new twist in dictionaries is Funk & Wagnall's New Standard Dictionary—Emphatyp Edition (Funk & Wagnall's Co., N. Y., \$3.50 plain, thumb indexed \$3.75).

Emphatyp permits the user to see at a glance which syllable is to be emphasized. This is done by underlining the stressed syllable. It would be particularly useful to radio announcers, newsmen and continuity writers.

The Emphatyp edition contains 960 pages and has over 100,000 entries. Its dust jacket is a very heavy paper which appears to be plastic treated.

For the writer, copy reader or editor, Professor George Summey of Texas A. and M. has prepared a valuable reference work—"American Punctuation" (The Ronald Press Co., N. Y., \$2.50).

Professor Summey's title may be misleading. His book is about punctuation. But it deals with the subject in relation to good writing. He discusses punctuation in modern writing except fiction, advertising and radio scripts. The first eight chapters of his 182 page book deal with structural punctuation and the last three cover quotation marks and the like.

Perhaps of greatest interest to most readers would be the tables in the appendix of Professor Summey's book.

One table shows the frequency of punctuation marks in the samples of writers and periodicals. For instance, The New York Times has 2.75 per sentence while the Wall Street Journal has 1.76.

"American Punctuation" should be on copy desks and in all journalism schools.

THE QUILL for March, 1949

Missouri J-School Names Dr. English Associate Dean

DR. EARL ENGLISH (Iowa Professional '45), who served as executive secretary of the accreditation program of the American Council on Education for Journalism and won the 1945 Sigma Delta Chi award for research in journalism, has been named associate dean of the faculty of the University of Missouri school of journalism.

Dr. English has been a member of the Missouri journalism faculty since 1945 and a full professor since 1946. He will retain that title and continue to do some teaching along with his new administrative duties. He also hopes to continue experiments with the synchronization of sound with facsimile production now under way at Missouri. (See article and picture on pages 8-9 of this issue of *THE QUILL*.)

A specialist in typography, Dr. English worked as a printer and pressman while attending Western Michigan College at Kalamazoo. After receiving his degree, he taught vocational printing and journalism in public schools, did graduate work at Purdue University and reported for the Newark (N. J.) *Ledger* and the Peoria (Ill.) *Star-Transcript*. He took his doctor's degree in psychology at the University of Iowa where he taught in the school of journalism.

After transferring to Missouri as an associate professor of journalism, he was "loaned" to the ACEJ to spearhead the program of accrediting schools of journalism now in progress. From headquarters at the University of Minnesota, he directed preparation of the questionnaire that served as a basis for accreditation.

In the course of his work for the ACEJ, Dr. English visited 41 universities to observe teaching methods in journalism. The first 34 journalism schools to be accredited under the program were announced last summer.

His research in readability of type faces won him the Sigma Delta Chi research award for 1945. The award was based on his book, "Readability of Newspaper Headline Types," a subject on which he wrote an article for *THE QUILL* (July-August, 1945). Dr. English is also a member of Sigma Xi and was for three years chairman of the National Council of Research in Journalism.

Sigma Delta Chis On Georgia Program

AMONG speakers at the twenty-first annual session of the Georgia Press Institute in February were Hal Boyle (Indiana Professional '47) Associated Press columnist and Pulitzer Prize winning war correspondent; Robert U. Brown (New York Professional '45), editor of the *Editor & Publisher* and vice-president of Sigma Delta Chi, and Erwin Canham, editor of the *Christian Science Monitor* recently elected one of the first three national fellows of the fraternity. The institute is held at the University of Georgia under the sponsorship of the state press association and the Henry W. Grady School of Journalism.

THE QUILL for March, 1949



SEE WHO'S TALKING (AS USUAL)—Herb Graffis (right), Sun-Times columnist and perennial toastmaster for the Chicago Headline Club, has the floor again at a sports roundup session of the professional chapter of Sigma Delta Chi. From left to right, Johnny Lujack, Notre Dame and Chicago Bears football player, and Lou Boudreau, Cleveland Indians manager, are listening like gents while Kenneth (Tug) Wilson, Big Nine commissioner (right center) appears to have heard Herb before.

Sigma Delta Chi, Theta Sig Edit State Trade Paper

MEMBERS of Sigma Delta Chi and Theta Sigma Phi, professional journalism groups for men and women, form the student editorial board for the *Nebraska Newspaper*, a monthly trade and professional magazine for the press of that state which made its first appearance this winter.

The magazine is co-sponsored by the school of journalism of the University of Nebraska and the Nebraska Press Association. The school provides the editorial management of the publication, the press association handles the business and advertising, and the gathering and writing of copy for each issue is the responsibility of the committees appointed by the two campus journalism groups. The masthead of the *Nebraska Newspaper* carries the names of officers of both organizations, and larger stories by committee members carry their by-lines.

This is the first instance known to the University of Nebraska chapters of such a project by either organization. Dr. William F. Swindler, director of the school of journalism, points out that it is similar to the policy of many law schools, which set up boards of student editors for their law magazines.

The arrangement in the case of a magazine for the state press has the multiple advantage of providing experience and contacts for the individual members, and income for the organizations, he said. Any profits from magazine advertising are to be divided between the press association and the two chapters.

Ohio Initiates 5, Honors Dr. Pollard

THE Ohio State University chapter initiated five Ohio newspapermen as professional members of Sigma Delta Chi at a winter dinner in Columbus, with more than 65 professional and undergraduate members present, including 19 undergraduate initiates.

Orrin R. Taylor, publisher the *Archbold Buckeye* and president of the National Editorial Association, was the main speaker, as well as an initiate. Taylor, who is also a trustee of the Ohio Newspaper Association, related some of the experiences he has had in publishing the *Buckeye* and explained how the NEA serves over 5,000 weekly and small daily newspapers across the United States.

Others initiated as professional members were Willis Evans, chief of the Columbus Bureau of the *United Press*; Harold W. Carlisle, city editor, *Columbus Dispatch*; James G. Crossley, managing editor, *Columbus Citizen*; and Robert L. Vincent, Columbus correspondent, *International News Service*.

Dr. James E. Pollard, director of the Ohio State University School of Journalism, was presented with the Sigma Delta Chi medallion and certificate for Research in Journalism which was won by Dr. Pollard in 1947. The honor was awarded for Dr. Pollard's research resulting in the publication of the book, "Presidents and the Press." The presentation was made by Melvin J. Brisk, chapter president.

Bruce W. Smith (Marquette '46) is on the faculty of the college of journalism at the University of Colorado. He was formerly publications director for the Hardware Mutuals Insurance organization at Stevens Point, Wisconsin.

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